

Order Your Personal Christmas Cards Now

Then you may be sure of having them in plenty of time to address and post at your leisure. Some of the new sample books are now ready and contain unusually attractive and especially selected designs at "Lowest-in-the-City" prices.

—Main Floor, Main Entrance—

Attention to Price—Quality—Service
Macy's
Herald Square, 24th St. to 35th St.

Loan Your Money to the Government

Subscribe to the Second LIBERTY LOAN.

The Second Liberty Loan is Waiting for You. Buy a Bond To-Day. We have cheerfully given the space for a Liberty Loan Booth on the main floor, where representatives of the Women's Liberty Loan Committee will take your subscription.

Liberty Loan Booth, Main Floor, 34th St.

We Sell Dependable Merchandise at Prices Lower Than Any Other Store, but for Cash Only

MISSSES CAN ALWAYS USE
PLAID BLOUSES

Moderately Priced
\$4.69

Not often does a blouse combine serviceableness and smartness as do these new plaid blouses. They are attractive enough to use for "dress" and practical enough for school wear.

In light and dark colorings, with shapely collars and cuffs. One is illustrated.

—Third Floor, 35th Street—

Hundreds of New Trimmings Hats



Featured at a
New Low Price

\$4.69

On Sale
Friday & Saturday



The illustrations and the price tell the story, —hat individuality at little cost. You cannot help but be pleased.

Most of these hats are made of Lyons velvet, black or colored. All well made and smart far beyond their pricing.

—Second Floor, 34th Street—

Collars of Satin Give the Fashion Touch to

Women's
Jersey Dresses
\$24.74

A dress of wool jersey may be depended on for smartness, for wear, for appropriateness. These are new in every way.

The dress illustrated owes its charm to the becoming Russian blouse effect, bordered with a ten-inch band of cording and buttoned with bone buttons and loops of the material. Note the four-in-hand tie, the satin collar, and the double tie sash.

Another jersey dress in surplice style, the waist itself forming a sash which crosses in back and ties in front. The sailor collar of jersey has an overcollar of satin in roll effect.

Beige, Navy, Beetroot, Taupe.

—Third Floor, Broadway—



These Boys' Suits Are Specially Priced
For Boys' Own Week

Boys' SUITS, \$6.49

Corduroy, Blue Serge, or Fancy Mixtures

The corduroy suits are Khaki or Albert lined, making them highly serviceable play and school suits. Full cut Norfolk, single or double breasted models. Sizes 7 to 17.

The all wool blue serge suits have Gibraltar linings in brown, gray and green, and are made in Norfolk Albert lined, trousers lined, or single breasted patch Norfolk and double breasted pocket models. Sizes 7 to 18.

The corduroy and mixture suits have two pairs of trousers, making them doubly desirable at this very low price.

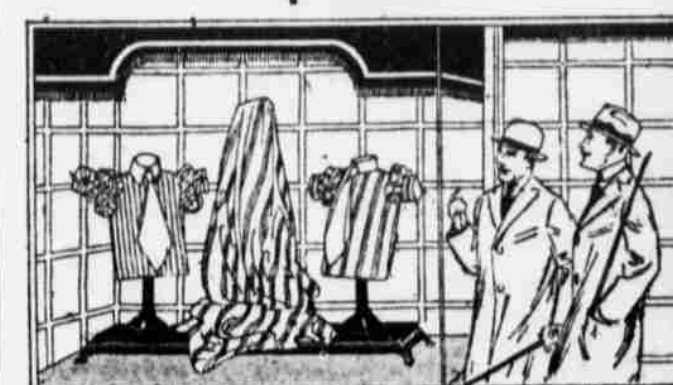
Boys' Caps, 49c

A large assortment of high-grade worsteds, tweeds and chevots at a low grade price. Buy your boy a few for his winter's supply and save money. Sizes 6 to 7 1/2.

—Second Floor, 34th St., Rear—

Look Into This Special Purchase of

Men's Silk Shirts
\$4.89



Satin Stripe Crepe de Chine and Broadcloth Silks, Japanese Habutai and Novelty Silks.

1,200 in all—every garment that the manufacturer had in stock—purchased at advantageous price concessions. For quick disposal we have marked them at this low price. If we were to purchase them to-day for our regular stock they would sell at \$5.89 to \$6.89 each. Well tailored from collar band down. Sizes 14 to 17.

—Main Floor, 35th Street—

Trimmed or Tailored Models
Misses' Coats and Suits
MODERATELY PRICED

\$23.74 A fur trimmed suit, smartly made of a Burella mixture in Burgundy, brown or green. Two box pleats below waistline. The collar crosses when buttoned and it and the cuffs are trimmed with nutria. Many new models of Gabardine, serge or poplin, braided or plain.

\$19.74 Serviceable coats of Cheviot and Zibeline, Kersey; in Java, navy, green or Burgundy. Lined to the waist and interlined. Many have plush collars and buckled belts. Some have slightly high backs with full gathered skirts.

—Third Floor, 35th Street, Broadway—

\$33.75 Junior suits in an appropriately youthful style. Box pleats below the yoke, front and back. The belt crosses in front and runs through the deep pockets. The bottom of the coat and the pockets are braided trimmed. Broadcloth or Burella in Pekin blue, navy, taupe, Java or green.

\$28.75 Coats of Lamb's Cloth. Double rows of buttons down each side give the desired long lines. Full gathered back; pockets. Peau de cygne lined throughout and interlined. Rose, taupe, Burgundy, navy, Pekin and reindeer.

PLAID—VELVET—SERGE
Three of the Smart Materials in These
MISSSES' DRESSES

\$16.74 The plaid dress illustrated A, is an attractive straight line model. It has a pleated skirt and is bone button trimmed. The shawl collar is of white satin. In an assortment of dark brown, blue and green plaids.

\$16.74 Another model of plaid in the same colorings and at the same reasonable price has a surplice blouse with a white satin collar and self covered buttons. Shirred skirt is finished with a fold.

\$19.74 The Junior dress of velvet, illustrated B, has an effectively embroidered blouse with a white bengaline collar. Skirt has a crushed girde of self material. Brown, navy, Burgundy and black.

\$19.74 Another model has a distinctive vest of contrasting color broadcloth, that is trimmed with black soutache braid. The collar and cuffs are also braided. It comes in dark brown, navy, Burgundy and black.

\$13.74 Misses' Regulation Serge Dresses

The high school miss will welcome this very practical addition to her wardrobe. The sailor collar comes with either black or white braiding. The skirt laces in back and the blouse has a red tie. In navy or black with all black braiding.

—Third Floor, 35th Street—



Your Friends Who
Shop on a "D. A."
Will Tell You Its
Advantages

If you have never enjoyed the conveniences of a Deposit Account you have missed the real pleasure of shopping.

This statement calls for a few words of explanation. If you have a Deposit Account all shopping experiences are reduced to a mere matter of selection and purchase.

There is no hunting about for one's money, no waiting for one's change, no mental arithmetic stunts to determine whether the correct change has been proffered—in fact, a D. A. gives one ALL of the conveniences of the charge account system with none of its bad features.

Having made a purchase, you give your D. A. number to the salesperson and go your way. If you wish to take the purchase with you, your name, address, and signature complete the transaction.

You have paid cash and reaped all of the economies which go with cash purchases. You have the comforting assurance that at the end of the month your statement from Macy's will show what the store owes you, not what you owe the store.

Once a Deposit Account customer, always one. Consult any of your friends who shop here on a D. A., or, better still, ask for the booklet "Dollar Diplomacy."

Depositors' Account Dept., Private Bankers, under the supervision of the Superintendent of Banks of the State of New York.

—Main Floor, Balcony, 34th Street—

"Right Shape"
SHOES

Black or Tan Shoes
For Boys or Girls

Sizes 8 1/2 to 11, **\$4.19**

Sizes 11 1/2 to 2, **4.96**

Black Shoes

Button or Lace

Sizes 8 1/2 to 11, **\$2.79**

Sizes 11 1/2 to 2, **2.97**

—Second Floor, Rear—

A SALE,—FRIDAY

106 Women May Purchase

Very Good Coats
At **\$26.75**

Coats of silvercast velours, soft bolivia and lamb's cloth, block velours, fine plush, burella, sturdy tweed and many novelty fabrics.

These coats are all full length, made on smart, new lines, some with the fullness from the shoulders, others belted. Some have fur collars, others large convertible collars of plain or mole plush. Many all silk lined, others lined to waist with silk or satin Venetian.

Many Desirable Sample Coats Included

Black, Taupe, Purple, Navy, Green, Brown, Beetroot
It will be wise to shop early. Coats like these go quickly.

—Third Floor, Broadway—

Women's Sweaters, \$8.94

Soft ones, made of alpaca yarns

There's something missing if the wardrobe doesn't contain a slip-over sweater. How smart this one would look with a lively plaid skirt!

It's a fine mesh weave with collar, cuffs, band and sash of contrasting color. Sailor collar has two tasseled points in front.

Copenhagen with corn, Copenhagen with tan, rose with white, tan with Copenhagen.

Two Warm, Practical Sweaters

One, a coat model of plain weave with sailor collar, pockets and belt; colors: rose, maroon, tan, gray. **\$4.24**

The other, a mannish sweater of ribbed weave, has roll collar that buttons close at throat. Gray, tan, delft, Harvard, rose, hunter green **\$7.49**

—Third Floor, 34th St.—

Little Dresses of Jean

For Brother and Sister

These sturdy dresses will give satisfactory wear and their initial cost is low enough to satisfy the thriftiest mothers.



\$2.29 The little boy in the picture is wearing a manly suit of white Jean with cadet blue collar and cuffs. Embroidered emblems on sleeves and front. Sizes 2 to 4 years.

\$2.29 The little girl's dress has a blue chambray skirt, collar and cuffs. There is an embroidered design on the white Jean waist. Sizes 2 to 6 years.

\$2.19 Middy Dresses of white Jean with a sailor collar of cadet blue chambray, braid trimmed. Emblem on sleeve. Sizes 3 to 6 years.

\$1.24 Chambray Dresses with bloomers. Pretty smocked and trimmed with white collar and belt. Pockets, button trimmed. In pink and blue. Sizes 3 to 6 years.

—Third Floor, 35th Street, Rear—

Sixty Years of Merchandising
Stand Behind Every Yard of
THESE SILK SPECIALS

—And our purchasing experience is evident in their dependable qualities, textures and appealing prices. The silks themselves, rather than anything we might say about them, are convincing reasons for the large attendance at counters where they are on sale.

Crepe
de Chine
\$1.19 yd.

Colors for street and evening wear,—plenty of black. 40 inches wide.

Imported Black
Chiffon Dress Velvet
\$2.97 yd.

Made in Lyons. This material lends itself with grace to the fashionable draping on fall and winter frocks. 39 inches wide.

Flesh and White
Wash Satins
\$1.19 yd.

Soft and lustrous material. The low price suggests an economical way of making lovely negligees and undergarments. 36 inches wide.

Dress Satin
\$1.19 yd.

Street and evening colors,—black in large quantities. 36 inches wide.

The Metallic Silks Are Beautiful, **\$4.89 to \$14.89 yd.**

Their wondrous colorings and unusual weaves suggest a new possibility to beauty in even-

ing gowns and wraps. It would be unjust to oneself not to see them.

—Second Floor, 35th Street—

In the Material, the Cut, and
the Tailoring Lies the Worth of These
WOMEN'S SUITS, \$23.74

These suits look well made because they are well made. In style they are all that could be expected of suits far higher priced. Cleverly designed in smart belted and semi-fitted models, they will win for their wearers the satisfaction of feeling well groomed.

Fine burella cloth, broadcloth and Oxford mixtures.
Coats silk lined and warmly interlined.

Included is a Small Group of SAMPLE SUITS

An unusual treat is in store for a few women who can wear size 36. There are suits in this group that would regularly sell for almost double the price. They are excellently modeled and finely tailored.

If You Want a GOOD Suit at a LOW Price Don't Let This Chance Slip By.

—Third Floor, 34th Street, Broadway—

R.H. Macy & Co.